Jacqueline Zhou | Junior Software Engineer

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SUMMARY

I am a dynamic, self-motivated individual with an innate curiosity for the world around me. From studying biology in university to managing a variety of accounts at a fast-paced, international digital marketing agency, I enjoy solving problems and tackling new challenges. I love the rewarding nature of coding and am excited to continue learning, creating, and growing as a software developer.

SKILLS

- Front-end: JavaScript, React, HTML, CSS, Material UI, Sass, Bootstrap
- Back-end: Python, Django, PostgreSQL, Express.js, Node.js, MongoDB, Mongoose, SQL, Insomnia, TablePlus
- Other: R, RESTful APIs, CRUD APIs, Git, GitHub, npm, yarn, pipenv, Google Analytics

EDUCATION

General Assembly Software Engineering Immersive — London, UK (remote)   **03/2022 - 06/2022**
- 500+ hours of applied learning and development across both front-end and back-end development, with daily stand-ups, workshops, and homework, culminating in 4 projects
- Building skills and familiarity with JavaScript, HTML, CSS, the MERN stack, Python, Django, and PostgreSQL

Harvard CS50 Online Course   **09/2020 - 12/2020**

State University of New York at Geneseo — Bachelor of Science in Biology   **08/2015 - 05/2019**
- Relevant coursework: Biological Data Analysis with R, Introduction to Programming with Python

PROJECTS

BetterCred - Python, Django, React, JavaScript, Material UI, HTML, Sass, PostgreSQL   GitHub | Live
- Independent full-stack project with a RESTful API that consumes a PostgreSQL database for credit cards

Plantpedia - MongoDB, Express.js, React, Node.js, JavaScript, Material UI, HTML, Sass, Mongoose   GitHub | Live
- 3 person group project using Express.js, developing a CRUD API with a MongoDB database for house plants

Recipe Finder - React, JavaScript, HTML, Sass   GitHub | Live
- Hackathon project that consumes a public API and displays recipes based on category or cuisine types

Lo-Fi Tetris - JavaScript, HTML, CSS   GitHub | Live
- Solo project using vanilla JavaScript to create a lo-fi themed Tetris clone with features like persistent high score

EXPERIENCE

PPC Account Manager, Search Laboratory — Brooklyn, NY   **04/2021 - 03/2022**
- Researched and strategized within cross-channel teams to identify market growth opportunities for clients
- Planned, launched, and managed campaigns across 5 global accounts with monthly budgets between 11k-200k
- Prepared and presented weekly, monthly, and quarterly meetings to key client stakeholders across a variety of B2B and B2C industries (Fintech, eCommerce, SaaS, PaaS)

Paid Search Executive, Search Laboratory — Brooklyn, NY   **10/2019 - 04/2021**
- Audited internal and prospective accounts to identify key areas for growth, pitching findings directly to clients
- Independently working to deliver a range of tasks including market/competitor research, creation and A/B testing of ad copy, keyword research, performance forecasting, and dashboard/report creation

Freelance Writer, Beauty News NYC — Remote   **06/2020 - Present**
- Proactive creation and publishing of 25+ high-quality beauty/lifestyle-related editorial pieces using WordPress
- Establishing and maintaining relationships with various PR agencies and media contacts

Research Assistant, State University of New York at Geneseo — Geneseo, NY   **08/2018 - 05/2019**
- Researched, planned, and executed an ecological study on spider-ant dueling behavior, analyzing data with R
- Awarded the 2019 Geneseo Foundation's Undergraduate Research Grant and 3rd place Presentation Winner at the 2019 Northeastern Natural History Conference, attended by 500+ scientists

Laboratory Assistant, State University of New York at Geneseo — Geneseo, NY   **01/2019 - 05/2019**
- Designed and executed lesson plans, leading and teaching ~20 undergraduate students alongside lab instructor